

DIGITAL MARKETING MANAGER

The logo for Central Wesleyan Church, featuring the word "Central" in white text inside a blue teardrop-shaped icon.

Job Description

Ministry Role: Digital Marketing Manager

Reports To: Communications Director

Budgeted Hours: Full-Time Hourly, 35-40 hours per week

Position Overview

Work alongside ministries, church leaders, and outside design agency to create a casual and clear digital presence across all digital communication platforms that relays important information about who we are to our current and potential attendees.

Duties and Responsibilities

Maintain External Digital Communications Platforms for Central Wesleyan Church, including:

- Social Media (Facebook, Instagram, Vimeo, etc.)
- Website
- Email
- Google Business
- Outdoor LED Sign (Central Only)
- Church App (Central Only)
- Digital Signage

Collaborate with director and execute digital marketing plans

- Manage marketing calendar
- Request digital marketing materials from outside design agency
- Creative problem solving ways to best communicate events, groups, initiatives
- Report metrics

Digital Marketing support for Water's Edge family of churches

- Maintain social media (Facebook, Instagram, etc.)
- Connect and develop relationships with other communicators in the family of churches, sharing guidance and best practices for digital marketing strategy

Communications Department Administration

- Scheduling meetings
- Attending communication meeting maintaining notes
- Office administration including tracking accounts and receipts and credit card reconciliation
- Proofing
- Ad hoc tasks as needed

Desired Skills and Qualifications

- Bachelor's degree in marketing or related field required
- Two or more years of experience in digital marketing and advertising
- Well-versed in the use of social media as a marketing tool
- Understands website metrics and best practices
- Experience with search engine optimization, lead generation, and email marketing
- Able to work with colleagues at all levels to develop marketing goals and evaluate results
- Good at problem-solving and communication
- Strong writing skills
- Experience with video editing is a plus

Personal Development & Commitment

- Be committed to spiritual growth through own personal Bible study, prayer and worship
- Wholeheartedly believe in and support the vision, mission, core values, and ministry mandates of Central Wesleyan Church
- Willing to become a member of Central Wesleyan Church
- Attend Central Wesleyan Church services and events regularly
- Be committed to professional growth by continuing to develop personal gifts and skills through conferences, seminars, classes, etc.